

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1 1. (Previously Presented) A system for user recognition and
2 customized content provisioning, the system comprising:
3 a remote control device having a plurality of control keys,
4 the remote control device including a fingerprint sensor embedded
5 in one of said control keys, whereby activation of said one of said
6 control keys reads fingerprint data of a user's finger, said
7 control keys including at least some control keys disposed in a
8 thumb actuated cross configuration, and wherein said fingerprint
9 sensor is integrated within a middle portion of the thumb operated
10 cross configuration; and
11 an apparatus capable of presenting customized content to the
12 user controllable by activation of said plurality of control keys,
13 the customized content selected dependent upon said fingerprint
14 data of the user's finger.

2 to 9. (Canceled)

1 10. (Previously Presented) An apparatus for content provisioning
2 comprising:
3 means for acquiring data related to a user without active user
4 input or participation, the means for acquiring data including a
5 remote control device having a plurality of control keys and a
6 fingerprint sensor embedded in one of the control keys, whereby
7 activation of said one of said control keys reads fingerprint data
8 of a user's finger, said control keys including at least some
9 control keys disposed in a thumb actuated cross configuration, and
10 said fingerprint sensor is integrated within a middle portion of
11 the thumb operated cross configuration; and

12 means for presenting customized content to the user
13 controllable by activation of said plurality of control keys, said
14 customized content selected in response to said fingerprint data of
15 the user's finger.

11. (Canceled)

1 12. (Previously Presented) A television system comprising:
2 a remote control device having a plurality of control keys,
3 the remote control device including a fingerprint sensor embedded
4 in one of said control keys, whereby activation of said one of said
5 control keys reads fingerprint data of a user's finger, said
6 control keys including at least some control keys disposed in a
7 thumb actuated cross configuration, and said fingerprint sensor is
8 integrated within a middle portion of the thumb operated cross
9 configuration;
10 a processor communicatively coupled to the remote control
11 device, the determining characteristics of the user based upon the
12 fingerprint data; and
13 a display providing content to be viewed by the user, the
14 content being customized for the user based upon the
15 characteristics determined by the processor.

13 to 28. (Canceled)

1 29. (Previously Presented) A remote control device comprising:
2 a housing;
3 electronic circuitry disposed within the housing;
4 a signal transmitter disposed within the housing;
5 a plurality of control keys disposed on an outer surface of
6 the housing, at least some of the control keys operable by hand and
7 at least some control keys disposed in a thumb actuated cross
8 configuration; and

9 a fingerprint sensor integrated within a middle portion of the
10 thumb operated cross configuration control keys.

30 to 33. (Canceled)

1 34. (Currently Amended) A device comprising:
2 a housing;
3 electronic circuitry disposed within the housing;
4 a signal transmitter disposed within the housing;
5 a plurality of control keys disposed on an outer surface of
6 the housing, at least some of the control keys operable by hand,
7 the control keys including an activation key operable to activate
8 ~~the~~ a remote control device; and
9 a fingerprint sensor integrated within the activation key.

35 to 45. (Canceled)

1 46. (Previously Presented) A system for user recognition and
2 customized content provisioning, the system comprising:
3 a remote control device having a plurality of control keys,
4 the remote control device including a fingerprint sensor embedded
5 in one of said control keys, whereby activation of said one of said
6 control keys reads fingerprint data of a user's finger, said
7 control keys include an activation key operable to activate the
8 remote control device, and said fingerprint sensor is embedded in
9 the activation key; and
10 an apparatus capable of presenting customized content to the
11 user controllable by activation of said plurality of control keys,
12 the customized content selected dependent upon said fingerprint
13 data of the user's finger.

47 to 48. (Canceled)

1 49. (Currently Amended) An apparatus for content provisioning
2 comprising:

3 means for acquiring data related to a user without active user
4 input or participation, the means for acquiring data including a
5 remote control device having a plurality of control keys and a
6 fingerprint sensor embedded in one of the control keys, whereby
7 activation of said one of said control keys reads fingerprint data
8 of a user's finger, said control keys include an activation key
9 operable to activate the remote control device, and said
10 fingerprint sensor is embedded in the activation key; and

11 means for presenting customized content to the user
12 controllable by activation of said plurality of control keys, said
13 customized content selected in response to said fingerprint data of
14 the user's finger.

50 and 51. (Canceled)

1 52. (Previously Presented) A television system comprising:

2 a remote control device having a plurality of control keys,
3 the remote control device including a fingerprint sensor embedded
4 in one of said control keys, whereby activation of said one of said
5 control keys reads fingerprint data of a user's finger, said
6 control keys include an activation key operable to activate the
7 remote control device, and said fingerprint sensor is embedded in
8 the activation key;

9 a processor communicatively coupled to the remote control
10 device, the determining characteristics of the user based upon the
11 fingerprint data; and

12 a display providing content to be viewed by the user, the
13 content being customized for the user based upon the
14 characteristics determined by the processor.

53 and 54. (Canceled)

1 55. (New) The device of claim 34, wherein:
2 said electronic circuitry is operable to
3 enter a sleep mode and forget fingerprint sensor data if
4 none of said plurality of control keys is operated for a
5 predetermined period of time, and
6 re-activate from said sleep mode upon operation of said
7 activation key and re-acquiring fingerprint data via said
8 fingerprint sensor.

1 56. (New) The system of claim 46, wherein:
2 said remote control device is operable to
3 enter a sleep mode and forget fingerprint sensor data if
4 none of said plurality of control keys is operated for a
5 predetermined period of time, and
6 re-activate from said sleep mode upon operation of said
7 activation key and re-acquiring fingerprint data via said
8 fingerprint sensor.

1 57. (New) The apparatus of claim 49, wherein:
2 said mean for acquiring data is operable to
3 enter a sleep mode and forget fingerprint sensor data if
4 none of said plurality of control keys is operated for a
5 predetermined period of time, and
6 re-activate from said sleep mode upon operation of said
7 activation key and re-acquiring fingerprint data via said
8 fingerprint sensor.

1 58. (New) The television system of claim 52, wherein:
2 said remote control device is operable to

3 enter a sleep mode and forget fingerprint sensor data if
4 none of said plurality of control keys is operated for a
5 predetermined period of time, and
6 re-activate from said sleep mode upon operation of said
7 activation key and re-acquiring fingerprint data via said
8 fingerprint sensor.